

What is claimed is:

1. A waterborne ophthalmic marking ink comprising, by weight, about 40% to about 90% waterborne vehicle and about 10% to about 60% coloring agent.
2. A waterborne ophthalmic marking ink as in Claim 1 wherein the vehicle contains, by weight, about 30% to about 70% polymeric binder, 0.1% to about 10% surfactant, 1% to about 30% coupling tail solvent, 0.1% to about 20% neutralizing base, and about 10% to 50% water.
3. A waterborne ophthalmic marking ink as in Claim 2, wherein the vehicle is based on an emulsion prepared from monomers selected from a group consisting of acrylic, methacrylic, styrene, vinyl toluene, and vinyl acetate.
4. A waterborne ophthalmic marking ink as in Claim 2, wherein the vehicle is based on an aqueous dispersion selected from a group consisting of a polyurethane dispersion, a saturated polyester dispersion, and an alkyd dispersion.
5. A waterborne ophthalmic marking ink as in Claim 2, wherein the vehicle is based on a polyurethane aqueous dispersion.
6. A waterborne ophthalmic marking ink as in Claim 2, wherein the neutralizing base is selected from a group consisting of hydroxides of ammonium, potassium, sodium, lithium, or mixtures of the foregoing.
7. A waterborne ophthalmic marking ink as in Claim 2, wherein the surfactant is of nonionic or anionic character.

8. A waterborne ophthalmic marking ink as in Claim 7, wherein the surfactant is selected from a group consisting of monohydric acetylenic alcohols, dihydric acetylenic alcohols, perfluorinated surfactants, or mixtures of the foregoing.
9. A waterborne ophthalmic marking ink as in Claim 1 wherein the coloring agent is a pigment selected from a group consisting of titanium oxides, chromates, zinc oxides, iron oxides, carbon black, calcium carbonate, and calcined clay.
10. A waterborne ophthalmic marking ink as in Claim 1 wherein the coloring agent is a dye selected from a group consisting of condensed azo dyes, chelate azo dyes, phthalocyanines, anthraquinones, quinacridones, thioindigoids, isoindolinones, quinophthalones, and nitro dyes.
11. A process for applying a waterborne ophthalmic marking ink as in Claim 1 on a lens surface, comprising steps of cleaning the lens surface with aqueous media, drying the lens surface, optionally treating the lens surface, and applying the ink on the lens surface with a pad printing mechanism.
12. A process for applying a waterborne ophthalmic marking ink as in Claim 11, wherein the lens surface is treated with corona discharge.
13. An ophthalmic lens whereon a waterborne ophthalmic marking ink as in Claim 1 is applied for the purpose of marking.
14. An ophthalmic lens ink comprising:

a waterborne coloring vehicle;

a coloring agent carried within said coloring vehicle;

said coloring vehicle including a surfactant and a coupling tail solvent sufficient to wet and adhere said ink to said ophthalmic lens ink to an ophthalmic lens.

15. An ophthalmic lens ink according to claim 14, wherein said surfactant is present within said coloring vehicle within the range of about .1% to about 10%, by weight, of said coloring vehicle.

16. An ophthalmic lens ink according to claim 14, wherein said coupling tail solvent is present within said coloring vehicle within a range of about 1% to about 30%, by weight, of said coloring vehicle.